

SPRING OPENING

Monday, Tuesday and Wednesday March 15th, 16th and 17th have been set aside in this store as the days for our **Annual Spring Opening**

---On this occasion we will display our selection of style supreme apparel---The varieties are extensive in every line, and values at every price that will convince you of the advantages of making your selections here--The display is pleasing to the sense and informative to those who appreciate what is correct in Spring Modes (with special emphasis upon things of good taste, clever appearance and newness)--We invite your critical viewing of this distinguished display of Spring wearables

THE DISPLAY WILL INCLUDE

**Millinery
Suits
Dresses
Gowns**

**Coats
Blouses
Skirts
Veilings**

**Hosiery
Trimmings
Gloves
Laces**

**Silks
Footwear
Neck Fixin's
Corsets**

The Modes will be Displayed on Living Models

New Spring Suits

A wide and comprehensive selection of materials to appeal to every taste or fancy--There is no slavish adherence to one fad or fashion, but all that is best and deserving from many designers has been drawn upon to make up this collection of correct and effective spring fashions. The only way to gain a correct idea of the magnitude and beauty of our showing is by a personal inspection during our opening display--Remarkable values at \$25. Others at from \$15, up to \$75.

Dresses for Summer

These street and afternoon dresses present a combination of style, quality and desirability that will appeal to every taste and will satisfy every want--In a word, the showing is complete and embraces the most exclusive fashions, materials and spring colorings--you can do them justice only by a personal inspection. Prices admirably meet all wishes beginning with smart and practical models at \$6.75 and ranging upward by easy steps to \$50.

Lovely New Coats

Our women's coat section is brimful of the newest spring styles. Whether your needs be for a coat that is moderate in price or one of the very finest quality--we are equally ready to meet them--A display that embraces all desirable styles, materials and colorings--The largest stock, the most authentic styles and the best values are here at prices that come within the expected range of every one. Prices range from \$7.50 up to \$50.

New Separate Skirts

An assortment that's broad enough in scope to meet every style, and woman's requirements. All the latest style ideas, trimming effects and fashionable materials are included. The woman who wishes a skirt of quality at a popular price should see our showing. Exceptional values at \$5, and up to \$12.50.

On the Bargain Booth

MONDAY

A RIBBON SALE EXTRAORDINARY An event we know you can not help being very interested in--If you wish to make your selections from largest assortments, newest patterns and at prices that mean savings, you should under no circumstances fail to see this bargain booth display. Plaids, Roman Stripes, Dresden, Persian, Polka Dots and Plain--Moire, Taffeta and Paille ribbons from 4 to 10 inches wide--very special values, the yard 25c, 35c and 50c

New Spring Millinery Gage and Phipps Models

A notable exhibition of spring millinery delineating in a splendid way the correct fashion ideas as evolved by the leading designers. Our millinery department is again the rendezvous for the Spring Style seekers who appreciate the departure from that sameness or monotone of fashions displayed everywhere in general. There's a distinctive air about our display--a difference or exclusiveness that carries an emphatic appeal and assured authoritativeness--We are sure that you will be agreeably surprised when you see them. Come tomorrow and look around--unusual values at

\$10 up to \$35

FASHIONABLE MILLINERY AT POPULAR PRICES. Those who desire to procure the very newest fashions will find our display of Trimmed Hats at \$2.50, \$4, \$6, and upward to \$10, very interesting. There is an immense variety of styles, materials and colorings--a hat to suit every face and complexion--and the trimmings are simply beautiful!

SMART Blouses

A splendid assortment of the smartest new styles and materials--featuring new sleeves, new collars and every point of style that fashion now approves the best--a showing well worth your first consideration--Prices and style range so extensive as to make selecting a real pleasure.

EVENING Dresses

They will be found tremendously interesting both in their style and their prices--New short waisted and bolero effects are shown in dainty shades of pink, blue, canary, white, black--Materials of Chiffons, mouselines, crepe, metrons, chiffon tulle, tulle, charmeuse and liberty satin--prices \$15. to \$65.

New Conceits in Bags, Neckwear, Ear Rings, etc.

NOTION DEPARTMENT

EAR RINGS in pendants and drop Pearl (many styles and assorted colors) priced at 50c to \$10
NEW BEADS in amber, jet and pearl (good variety of lengths) priced at 75c to \$5.
LEATHER BAGS (with party fixtures) new shapes, many colors and styles \$1.25 to \$3.
FANCY COMBS jeweled, crescent, oval and many novelty shapes, prices range from 50c to \$2.
BANDEAUX--Gold braid set with colored sets and beads. Ruffe stone bands with colored stones (different combinations) black velvet bands with sets etc., priced at 75c to \$3.
BOUDOIR CAPS in a good variety of shadow laces and silks, some of Kayser's knit silk with silk net coverings (washable) in blue, pink and white, prices are \$1.50 to \$3.
NEW NECKWEAR FANCIES--a charming profusion of the season's favorite fashion themes in Vestees, guimpes, collars and sets await your inspection.

Kayser Silk Gloves

Our spring stock is now complete with every length, size and color that could be desired. If you want a better quality--if you want a better fit--an "off" shade--or if you don't know what you want--you'll find satisfaction in our extensive showing of Kayser Gloves and find that you'll save substantially on your glove expenditure.

NEW VEILS AND VEILINGS (separate veils are piped with satin or velvet, which makes them flare stylishly at the bottom when draped on hats) wonderful variety of new shades and new designs to suit every face and every occasion, and delight every taste, prices on veils are 75c to \$6.
Veilings the yard 35c to \$1.50
NEW ALL OVER LACES (42 inches) suitable for gowns and blouses in white, black and ecru, the yard 75c to \$4.

New Spring Hosiery

FIBER SILK HOSE SPECIAL (wears better than silk) bronze, beige, pink, helio, navy suede, gray, yale and cadet, the pair 65c
SILK HOSE "POINTEX" HEEL in black, white and shades of sky, navy, pink, blue, putty, gray, newport, tan and helio, very special, the pair \$2.00.
SILK HOSE in Tuxedo brown, putty, gray, Delaware peach, suede, emerald, copenhagen, Rocky Mt. blue, Ariz. silver and gold unusual values, the pair \$1.25.

Phelps Dodge Mercantile Co
The Store That Sells Wooltex